MULTIMEDIA UNIVERSITY*

STUDENT ID NO | | | | | | | | | | |

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DBS5044 – PRINCIPLES OF MARKETING

(All sections/Groups)

2 OCTOBER 2023
9.00AM – 11.00AM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 8 pages with 2 sections.
2. Answer **ALL** questions.
3. For sections A, shade your answers in the OMR sheet provided.
4. For section B, write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS (30 marks).

1. Samsung plans to introduce new tablet models next year. These models range from basic readers at RM500 per unit, to more sophisticated tablets with latest technologies tablets at RM1500 per unit. What pricing strategy is Samsung using for its range of tablets?

   A) Product line pricing.
   B) Product bundle pricing.
   C) Captive product pricing.
   D) By-product pricing.

2. Secret Recipe offered discounts to customers who bought cake during Mother's Day month is an example of a _____.

   A) functional discount
   B) seasonal discount
   C) trade discount
   D) cash discount

3. _____ allowances are price reductions given for turning in an old item when buying a new one.

   A) Promotional
   B) Trade-in
   C) Depreciation
   D) Segmented

4. The Golden Screen Cinemas has three admission prices for students, adults, and seniors, even though all three groups are entitled to the same services. This form of pricing is called _____ pricing.

   A) psychological
   B) product form
   C) customer-segment
   D) captive product

5. DHL charges the same price for the delivery of its product to customers located in Melaka, but a different price to customers from different states. The company is using _____.

   A) psychological pricing.
   B) promotional pricing.
   C) zone pricing.
   D) reference pricing.

Continued...

6. The Internet offers _____, where the price can easily be adjusted to meet changes in demand.

A) captive pricing
B) dynamic pricing
C) basing-point pricing
D) price bundling

7. Conflict that occurs among firms at the same level of the marketing channel is known as _____ conflict.

A) horizontal
B) vertical
C) prolonged
D) financial

8. Which of the following is true of conventional distribution channels?

A) Channel members have complete control over each other.
B) Channel members seek to maximize their own profits.
C) Channel conflict is governed by formal mechanisms.
D) Channel members are assigned roles according to a clearly defined framework.

9. A _____ VMS consists of independent firms at different levels of production and distribution who join together through formal agreements to obtain more economies or sales impact than each could achieve alone.

A) corporate
B) contingency
C) contractual
D) communal

10. Which major promotion category uses catalogs, direct mail, e-mail, mobile marketing and social media?

A) Sales promotion.
B) Direct and digital marketing.
C) Horizontal diversification.
D) Public relations.

11. Which digital marketing category is the fastest growing?

A) Blogs.
B) e-mail.
C) Social media
D) Brand Web sites.

Continued...

12. The decision to appoint Datuk Lee Chong Wei to communicate the desirability of Yonex badminton racquet represents the _____ process of the communication model.

A) sourcing
B) acknowledging
C) decoding
D) encoding

13. Marcus is reading a magazine, but due to a loud sound he is distracted from reading the magazine and is not able to grasp its key points. In the context of the communication process, this distortion is called _____.

A) noise
B) encoding
C) feedback
D) response

14. _____ involves cultivating opinion leaders and getting them to spread information about a product or a service to others in their communities.

A) Sales promotion
B) Indirect marketing
C) Buzz marketing
D) Stealth marketing

15. Which message execution style depicts average people using a product in an everyday setting?

A) Lifestyle.
B) Scientific evidence.
C) Slice of life.
D) Personality symbol.

16. IKEA advertisement shows consumers creating fanciful room designs with IKEA furniture, such as "a bedroom for a queen made by Elsa Frozen and her sister, designed by IKEA." Which of the following message execution styles is illustrated in this example?

A) Mood or image.
B) Musical.
C) Fantasy.
D) Lifestyle.

Continued...

17. Which message execution style involves presenting survey data indicating that a brand is better than other brands?

A) Scientific evidence.
B) Testimonial evidence.
C) Endorsement.
D) Technical expertise.

18. The A&W's fast-food restaurant chain uses Rooty Bear as a mascot to promote brand personality. Which message execution style is used by A&W's?

A) Technical expertise.
B) Lifestyle.
C) Personality symbol.
D) Image.

19. One of the functions performed by a PR department is _____, which involves working with donors or members of nonprofit organizations to gain financial or volunteer support.

A) Direct marketing.
B) Press relations management.
C) Investor relations management.
D) Development.

20. A(n) _____ is an individual who represents a company to customers by prospecting, communicating, selling, servicing, information gathering, and/or relationship building.

A) auditor
B) trainer
C) manager
D) salesperson

21. Which of the following is the last step in the selling process?

A) Qualifying.
B) Handling objections.
C) Demonstration.
D) Follow-up.

Continued...

22. In which of the following steps of the selling process is a salesperson most likely to meet the customer for the first time?

A) Prospecting.
B) Preapproach.
C) Follow-up.
D) Approach.

23. Which of the following are examples of close competitors?

A) Pizza Hut and Dominos
B) Pizza Hut and KFC
C) Pizza Hut and Burger King
D) McDonald's and Subway

24. According to Michael Porter, what are three effective competitive positioning strategies?

A) Middle-of-the-roaders, focus, and overall cost leadership.
B) Focus, differentiation, and middle-of-the-roaders.
C) Overall cost leadership, differentiation, and middle-of-the-roaders.
D) Overall cost leadership, differentiation, and focus.

25. Dell produces and delivers PCs of competitive quality at lower costs. The company constantly aims to achieve low production and distribution costs to win a large market share. Dell utilizes a(n) _____ strategy very effectively.

A) overall cost leadership
B) differentiation
C) focus
D) blue ocean

26. 99 Speed Mart serve customers who want reliable, good-quality products or services that are also reasonable and easily available. These companies are all known for pursuing a value discipline known as _____.

A) operational excellence
B) customer intimacy
C) product differentiation
D) product leadership

Continued...

27. Samsung and Apple actively generate new ideas, relentlessly pursue new solutions, and quickly work to get new products to market. They serve customers who want state-of-the-art products and services, regardless of the costs in terms of price or inconvenience. Which of the following value disciplines is illustrated from this example?

A) Operational excellence.
B) Customer intimacy.
C) Product leadership.
D) Product activation.

28. Most of the market is in the hands of the _____, the firm with the largest market share

A) market challenger
B) market follower
C) market leader
D) market nicher

29. Firms that serve small segments not being pursued by other firms are called _____.

A) market followers
B) market mavens
C) market challengers
D) market nichers

30. _____ calls for meeting the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs.

A) Sustainable marketing
B) Ambush marketing
C) Consumerism
D) Environmentalism

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SECTION B: STRUCTURED QUESTIONS (70 Marks)

QUESTION 1

(a) Differentiate between sales promotion and personal selling. (4 marks)

(b) Provide any **THREE (3)** examples of sales promotion incentives. (3 marks)

(Total 7 marks)

QUESTION 2

Canon Malaysia is launching a new advertising campaign to demonstrate the high quality of its digital cameras. As a marketing consultant suggest and discuss any **FIVE (5)** types of advertising medium. (20 Marks)

(Total 20 marks)

QUESTION 3

Public relations involve building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

Statement 1

According to statement 1 above, identify any **FIVE (5)** major public relations (PR) tools. Provide an example for each tool. (10 marks)

(Total 10 marks)

QUESTION 4

(a) Define competitive advantage. (2 marks)

(b) Name any business and explain their competitive advantages. (5 marks)

(Total 7 marks)

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QUESTION 5

Panadol sells medicine to consumers for RM10 that only costs RM2 to produce.

Statement 2

(a) Statement 2 is one of the examples of social criticism of marketing. Briefly explain any other **FIVE (5)** social criticism of marketing. (20 marks)

(b) State any **THREE (3)** consumer rights. (6 marks)

(Total 26 marks)

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